

WHAT IS CLAIMED IS:

1                   **1.**     A method for cross marketing, the method comprising  
2     the steps of:  
3                   at a first company, conditioning the grant of a discount for a  
4                   second product at a second company on a purchase of a first  
5                   product at the first company; and  
6                   at the second company, offering for sale the second product  
7                   and standing ready to accept the discount on the second product.

1                   **2.**     The method of claim **1**, wherein the step of  
2     conditionally granting a discount comprises  
3                   at a first company, conditioning the grant of a 100%  
4                   discount for a second product at a second company on the  
5                   purchase of a first product at the first company.

1                   **3.**     The method of claim **1**, wherein the step of  
2     conditionally granting a discount comprises  
3                   at a first company, conditioning the grant of a less-  
4                   than-100% discount for a second product at a second  
5                   company on the purchase of a first product at the first  
6                   company.

1                   **4.**     The method of claim **1**, further comprising the steps of  
2                   recognizing the purchase of the first product at the first  
3     company by a consumer; and  
4                   crediting an account of the consumer with the discount.

1                   **5.**     The method of claim 3, further comprising the step of  
2                   notifying the consumer of the discount.

1                    6.        The method of claim **1**, further comprising the steps of  
2                    recognizing the purchase of the first product at the first  
3                    company and the grant of a discount; and  
4                    in response, depositing a predetermined amount of property  
5                    into an account.

112 1                    7.        The method of claim 5, wherein the step of depositing  
2                    comprises  
3                    depositing a predetermined percentage of revenue realized  
4                    from the purchase of the first product.

112 1                    8.        The method of claim 5, wherein the step of depositing  
2                    comprises  
3                    depositing money.

112 1                    9.        The method of claim 5, wherein the step of depositing  
2                    comprises  
3                    depositing a predetermined amount of property into an  
4                    account for the benefit of the second company.

112 1                    10.       The method of claim 5, wherein the step of depositing  
2                    comprises  
3                    depositing a predetermined amount of property into an  
4                    account for the benefit of the second company in at least partial  
5                    compensation for accepting the discount.

1                    11.       The method of claim **1**, further comprising the step of  
2                    at the second company, selling the second product,  
3                    accepting the discount on the second product.

1                   12.     The method of claim 10, further comprising the steps of  
2                   at a third company, conditioning the grant of a second  
3                   discount for the second product at the second company on the  
4                   purchase of a third product at the third company; and  
5                   at the second company, standing ready to accept the  
6                   second discount on the second product,  
7     wherein the step of selling comprises  
8                   accepting the discount and the second discount on the  
9                   second product.

1                   **13.**    A method for cross marketing, the method comprising  
2     the steps of:  
3                   at a first company, conditioning the grant of a discount for a  
4                   second product at a second company on a purchase of a first  
5                   product at the first company;  
6                   recognizing the purchase of the first product at the first  
7                   company by a consumer and the grant of a discount;  
8                   crediting an account of the consumer with the discount;  
9                   notifying the consumer of the discount;  
10                  depositing a predetermined amount of money into an  
11                  account for the benefit of the second company in at least partial  
12                  compensation for accepting the discount; and  
13                  at the second company, offering for sale the second product  
14                  and standing ready to accept the discount on the second product,  
15     wherein the money amounts to a predetermined percentage of revenue  
16     realized from the purchase of the first product.

1                   14.     The method of claim 12, further comprising the steps of  
2                   at a third company, conditioning the grant of a second

3 discount for the second product at the second company on the  
4 purchase of a third product at the third company;  
5 at the second company, standing ready to accept the  
6 second discount on the second product; and  
7 at the second company, selling the second product,  
8 accepting the discount and the second discount on the second  
9 product.

1 **15.** A method for cross marketing, the method comprising  
2 the steps of:

3 at a company, conditioning the grant of a discount for a  
4 second product at a second department within the company on a  
5 purchase of a first product at a first department within the  
6 company; and  
7 at the second department, offering for sale the second  
8 product and standing ready to accept the discount on the second  
9 product.

1 **16.** A method for cross marketing, the method comprising  
2 the steps of:

3 at a company, conditioning the grant of a discount for a  
4 second product at a second department within the company on a  
5 purchase of a first product at a first department of the company;  
6 recognizing the purchase of the first product at the first  
7 department by a consumer and the grant of a discount;  
8 crediting an account of the consumer with the discount;  
9 notifying the consumer of the discount;  
10 depositing a predetermined amount of money into an  
11 account for the benefit of the second department in at least partial  
12 compensation for accepting the discount; and

13 at the second department, offering for sale the second  
14 product and standing ready to accept the discount on the second  
15 product,  
16 wherein the money amounts to a predetermined percentage of revenue  
17 realized from the purchase of the first product.

1020/0" 69E66860